

# **EXHIBIT 1**

Exhibits F-K to Expert Report of Dr. Itamar Simonson

Dated November 15, 2023

# **EXHIBIT F1**

Expert Report of Dr. Itamar Simonson

Dated November 15, 2023



# **EXHIBIT F2**

Expert Report of Dr. Itamar Simonson

Dated November 15, 2023



# **EXHIBIT F3**

Expert Report of Dr. Itamar Simonson

Dated November 15, 2023



# **EXHIBIT FF4**

Expert Report of Dr. Itamar Simonson

Dated November 15, 2023





# EXHIBIT F5

Expert Report of Dr. Itamar Simonson

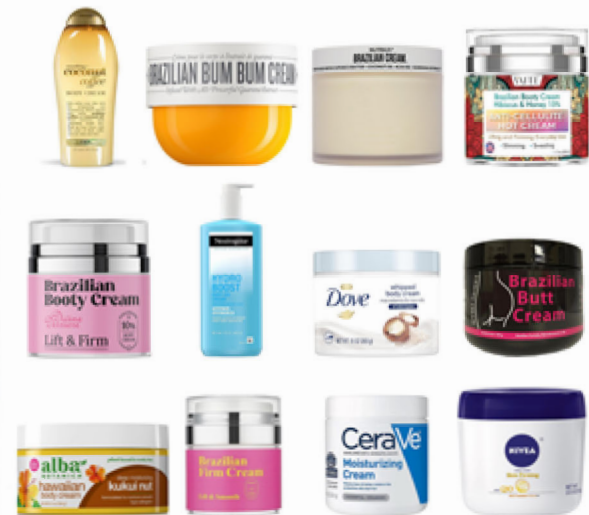
Dated November 15, 2023



# **EXHIBIT F6**

Expert Report of Dr. Itamar Simonson

Dated November 15, 2023



# **EXHIBIT F7**

Expert Report of Dr. Itamar Simonson

Dated November 15, 2023



# EXHIBIT F8

Expert Report of Dr. Itamar Simonson

Dated November 15, 2023





# **EXHIBIT G**

Expert Report of Dr. Itamar Simonson

Dated November 15, 2023

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PERSONAL CARE ONLINE SURVEY (#103-23085)

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TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 1

## Q.20 REGION/STATE

	GRAND TOTAL	TEST			CONTROL		
		TOTAL TEST	TEST		TOTAL CNTRL	CNTRL	
			CELL 1	CELL 2		CELL 3	CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
NORTHEAST (NET)	84 19.0	43 19.9	22 20.0	21 19.8	41 18.1	21 18.8	20 17.5
CONNECTICUT	7 1.6	4 1.9	3 2.7	1 0.9	3 1.3	3 2.7	0 0
MAINE	1 0.2	0 0	0 0	0 0	1 0.4	0 0	1 0.9
MASSACHUSETTS	13 2.9	9 4.2	4 3.6	5 4.7	4 1.8	3 2.7	1 0.9
NEW HAMPSHIRE	3 0.7	1 0.5	0 0	1 0.9	2 0.9	1 0.9	1 0.9
RHODE ISLAND	3 0.7	2 0.9	2 1.8	0 0	1 0.4	1 0.9	0 0
VERMONT	1 0.2	1 0.5	0 0	1 0.9	0 0	0 0	0 0
NEW JERSEY	13 2.9	5 2.3	3 2.7	2 1.9	8 3.5	5 4.5	3 2.6
NEW YORK	26 5.9	9 4.2	6 5.5	3 2.8	17 7.5	6 5.4	11 9.6
PENNSYLVANIA	17 3.8	12 5.6	4 3.6	8 7.5	5 2.2	2 1.8	3 2.6
MIDWEST (NET)	98 22.2	50 23.1	22 20.0	28 26.4	48 21.2	19 17.0	29 25.4
ILLINOIS	17 3.8	9 4.2	5 4.5	4 3.8	8 3.5	1 0.9	7 6.1
INDIANA	7 1.6	5 2.3	1 0.9	4 3.8	2 0.9	1 0.9	1 0.9
MICHIGAN	17 3.8	8 3.7	5 4.5	3 2.8	9 4.0	4 3.6	5 4.4
OHIO	13 2.9	6 2.8	2 1.8	4 3.8	7 3.1	3 2.7	4 3.5

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Table 1

## Q.20 REGION/STATE

	GRAND TOTAL	TEST			CONTROL		
		TOTAL TEST	TEST CELL 1	TEST CELL 2	TOTAL CNTRL	CNTRL CELL 3	CNTRL CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
WISCONSIN	13 2.9	7 3.2	4 3.6	3 2.8	6 2.7	3 2.7	3 2.6
IOWA	5 1.1	2 0.9	1 0.9	1 0.9	3 1.3	0 0	3 2.6
KANSAS	3 0.7	2 0.9	0 0	2 1.9	1 0.4	1 0.9	0 0
MINNESOTA	13 2.9	7 3.2	3 2.7	4 3.8	6 2.7	3 2.7	3 2.6
MISSOURI	5 1.1	2 0.9	1 0.9	1 0.9	3 1.3	1 0.9	2 1.8
NEBRASKA	3 0.7	1 0.5	0 0	1 0.9	2 0.9	1 0.9	1 0.9
NORTH DAKOTA	1 0.2	0 0	0 0	0 0	1 0.4	1 0.9	0 0
SOUTH DAKOTA	1 0.2	1 0.5	0 0	1 0.9	0 0	0 0	0 0
SOUTH (NET)	158 35.7	76 35.2	39 35.5	37 34.9	82 36.3	42 37.5	40 35.1
DELAWARE	1 0.2	0 0	0 0	0 0	1 0.4	1 0.9	0 0
DISTRICT OF COLUMBIA	0 0	0 0	0 0	0 0	0 0	0 0	0 0
FLORIDA	40 9.0	19 8.8	7 6.4	12 11.3	21 9.3	10 8.9	11 9.6
GEORGIA	15 3.4	4 1.9	4 3.6	0 0	11 4.9	5 4.5	6 5.3
MARYLAND	4 0.9	1 0.5	0 0	1 0.9	3 1.3	1 0.9	2 1.8
NORTH CAROLINA	16 3.6	8 3.7	5 4.5	3 2.8	8 3.5	6 5.4	2 1.8

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Table 1

Q.20 REGION/STATE

	GRAND TOTAL	TEST			CONTROL		
		TOTAL TEST	TEST		TOTAL CNTRL	CNTRL	
			CELL 1	CELL 2		CELL 3	CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
SOUTH CAROLINA	8 1.8	4 1.9	3 2.7	1 0.9	4 1.8	2 1.8	2 1.8
VIRGINIA	9 2.0	3 1.4	2 1.8	1 0.9	6 2.7	5 4.5	1 0.9
WEST VIRGINIA	3 0.7	1 0.5	1 0.9	0 0	2 0.9	1 0.9	1 0.9
ALABAMA	8 1.8	1 0.5	1 0.9	0 0	7 3.1	1 0.9	6 5.3
KENTUCKY	9 2.0	5 2.3	2 1.8	3 2.8	4 1.8	2 1.8	2 1.8
MISSISSIPPI	3 0.7	3 1.4	1 0.9	2 1.9	0 0	0 0	0 0
TENNESSEE	8 1.8	4 1.9	4 3.6	0 0	4 1.8	1 0.9	3 2.6
ARKANSAS	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
LOUISIANA	7 1.6	6 2.8	1 0.9	5 4.7	1 0.4	0 0	1 0.9
OKLAHOMA	2 0.5	1 0.5	1 0.9	0 0	1 0.4	1 0.9	0 0
TEXAS	24 5.4	15 6.9	6 5.5	9 8.5	9 4.0	6 5.4	3 2.6
WEST (NET)	102 23.1	47 21.8	27 24.5	20 18.9	55 24.3	30 26.8	25 21.9
ARIZONA	12 2.7	5 2.3	2 1.8	3 2.8	7 3.1	4 3.6	3 2.6
COLORADO	7 1.6	3 1.4	2 1.8	1 0.9	4 1.8	2 1.8	2 1.8
IDAHO	3 0.7	3 1.4	2 1.8	1 0.9	0 0	0 0	0 0

TARGET RESEARCH GROUP INC.  
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Table 1

Q.20 REGION/STATE

	GRAND TOTAL	TEST			CONTROL		
		TOTAL TEST	TEST		TOTAL CNTRL	CNTRL	
			CELL 1	CELL 2		CELL 3	CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
MONTANA	0	0	0	0	0	0	0
	0	0	0	0	0	0	0
NEVADA	7	1	0	1	6	4	2
	1.6	0.5	0	0.9	2.7	3.6	1.8
NEW MEXICO	5	2	2	0	3	2	1
	1.1	0.9	1.8	0	1.3	1.8	0.9
UTAH	4	1	0	1	3	1	2
	0.9	0.5	0	0.9	1.3	0.9	1.8
WYOMING	0	0	0	0	0	0	0
	0	0	0	0	0	0	0
CALIFORNIA	44	23	15	8	21	11	10
	10.0	10.6	13.6	7.5	9.3	9.8	8.8
ALASKA	0	0	0	0	0	0	0
	0	0	0	0	0	0	0
HAWAII	2	1	0	1	1	1	0
	0.5	0.5	0	0.9	0.4	0.9	0
OREGON	6	4	1	3	2	1	1
	1.4	1.9	0.9	2.8	0.9	0.9	0.9
WASHINGTON	12	4	3	1	8	4	4
	2.7	1.9	2.7	0.9	3.5	3.6	3.5

TARGET RESEARCH GROUP INC.  
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Table 2

Q.30/40 GENDER/AGE

	TEST				CONTROL		
	GRAND TOTAL	TOTAL TEST	TEST CELL	TEST CELL	TOTAL CNTRL	CNTRL CELL	CNTRL CELL
			1	2		3	4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
FEMALES	442	216	110	106	226	112	114
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
18-39	209	102	53	49	107	53	54
	47.3	47.2	48.2	46.2	47.3	47.3	47.4
40+	233	114	57	57	119	59	60
	52.7	52.8	51.8	53.8	52.7	52.7	52.6



## Table 3

BASE: TOTAL RESPONDENTS

[illegible]

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 4

Q.65 IN THE PAST 12 MONTHS, WHICH OF THE FOLLOWING, IF ANY, HAVE YOU PERSONALLY PURCHASED?

	TEST				CONTROL		
	-----				-----		
	GRAND	TEST	CELL	CELL	TOTAL	CELL	CELL
	TOTAL	TEST	1	2	CNTRL	3	4
	-----	-----	-----	-----	-----	-----	-----
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
BODY CREAM FOR MOISTURIZED SKIN	442	216	110	106	226	112	114
	100.0	100.0	100.0	100.0	100.0	100.0	100.0
A SUNTAN LOTION	207	104	57	47	103	54	49
	46.8	48.1	51.8	44.3	45.6	48.2	43.0
RETINOL EYE CREAM FOR UNDER EYE	137	64	39	25	73	29	44
REJUVENATION	31.0	29.6	35.5	23.6	32.3	25.9	38.6
FACE MOISTURIZER	386	183	93	90	203	103	100
	87.3	84.7	84.5	84.9	89.8	92.0	87.7
NONE OF THESE	0	0	0	0	0	0	0
	0	0	0	0	0	0	0

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 5

Q.230 WHICH COMPANY OR BRAND MAKES THE PRODUCT YOU SEE IN FRONT OF YOU?

	GRAND TOTAL	TEST			CONTROL		
		TOTAL TEST	TEST		TOTAL CNTRL	CNTRL	
			CELL 1	CELL 2		CELL 3	CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
BRAND NAME (NET)	381 86.2	195 90.3	97 88.2	98 92.5	186 82.3	98 87.5	88 77.2
SOL DE JANERIO (SUBNET)	4 0.9	3 1.4	3 2.7	0 0	1 0.4	0 0	1 0.9
SOL DE JANEIRO (UNSPEC)	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
BRAZILIAN BUM BUM/BRAZILIAN BUM BUM CREAM	1 0.2	0 0	0 0	0 0	1 0.4	0 0	1 0.9
BUM BUM CREAM	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
OTHER SOL DE JANEIRO MENTIONS	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
NUTRIUS (SUBNET)	374 84.6	189 87.5	92 83.6	97 91.5	185 81.9	98 87.5	87 76.3
NUTRIUS (UNSPEC)	369 83.5	185 85.6	90 81.8	95 89.6	184 81.4	97 86.6	87 76.3
NUTRIUS BRAZILIAN BODY BUTTER CREAM	3 0.7	3 1.4	2 1.8	1 0.9	0 0	0 0	0 0
BRAZILIAN BODY BUTTER CREAM	1 0.2	1 0.5	0 0	1 0.9	0 0	0 0	0 0
OTHER NUTRIUS MENTIONS	1 0.2	0 0	0 0	0 0	1 0.4	1 0.9	0 0
MISCELLANEOUS BRAND NAME							
OTHER MISCELLANEOUS BRAND NAME MENTIONS	3 0.7	3 1.4	2 1.8	1 0.9	0 0	0 0	0 0
MISCELLANEOUS							
BRAZILIAN/BRAZILIAN CREAM	3 0.7	1 0.5	1 0.9	0 0	2 0.9	1 0.9	1 0.9

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 5

Q.230 WHICH COMPANY OR BRAND MAKES THE PRODUCT YOU SEE IN FRONT OF YOU?

	TEST				CONTROL		
	-----		-----		-----		
	GRAND TOTAL	TOTAL TEST	TEST CELL	TEST CELL	TOTAL CNTRL	CNTRL CELL	CNTRL CELL
			1	2		3	4
-----	-----	-----	-----	-----	-----	-----	
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
DON'T KNOW/UNSURE	58	20	12	8	38	13	25
	13.1	9.3	10.9	7.5	16.8	11.6	21.9

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 6

Q.235/237 WHAT MAKES YOU SAY (INSERT COMPANY/BRAND MENTIONED IN Q.230) MAKES THE PRODUCT  
OR BRAND YOU SEE IN FRONT OF YOU? / ANY OTHER REASON?

	GRAND TOTAL	TEST		CONTROL			
		TOTAL TEST	TEST CELL 1	TEST CELL 2	TOTAL CNTRL	CNTRL CELL 3	CNTRL CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
MENTIONED COMPANY/BRAND AT Q.230	384 86.9	196 90.7	98 89.1	98 92.5	188 83.2	99 88.4	89 78.1
PACKAGING (NET)	363 82.1	182 84.3	92 83.6	90 84.9	181 80.1	97 86.6	84 73.7
LOCATION ON PACKAGING (SUBNET)	265 60.0	133 61.6	63 57.3	70 66.0	132 58.4	74 66.1	58 50.9
LABEL (SUB-SUBNET)	51 11.5	41 19.0	21 19.1	20 18.9	10 4.4	5 4.5	5 4.4
IT'S ON/WRITTEN ON THE LABEL/ SAYS IT/SAYS THE NAME ON THE LABEL	31 7.0	22 10.2	11 10.0	11 10.4	9 4.0	4 3.6	5 4.4
IT'S AT/WRITTEN AT THE TOP OF THE LABEL/SAYS THE NAME AT THE TOP OF THE LABEL	14 3.2	13 6.0	7 6.4	6 5.7	1 0.4	1 0.9	0 0
IT'S FIRST/WRITTEN/LISTED FIRST ON THE LABEL	2 0.5	2 0.9	1 0.9	1 0.9	0 0	0 0	0 0
OTHER LABEL MENTIONS	4 0.9	4 1.9	2 1.8	2 1.9	0 0	0 0	0 0
LID (SUB-SUBNET)	40 9.0	5 2.3	2 1.8	3 2.8	35 15.5	21 18.8	14 12.3
IT'S ON/WRITTEN ON THE LID/ CAP/SAYS IT/SAYS THE NAME ON THE LID/CAP	31 7.0	3 1.4	2 1.8	1 0.9	28 12.4	17 15.2	11 9.6
IT'S ON/WRITTEN ON THE TOP/ VERY TOP OF THE LID/CAP/SAYS THE NAME AT THE TOP OF THE LID/CAP	9 2.0	1 0.5	0 0	1 0.9	8 3.5	5 4.5	3 2.6
OTHER LID MENTIONS	1 0.2	1 0.5	0 0	1 0.9	0 0	0 0	0 0
ABOVE/BEFORE THE PRODUCT NAME (SUB-SUBNET)	65 14.7	30 13.9	11 10.0	19 17.9	35 15.5	20 17.9	15 13.2

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 6

Q.235/237 WHAT MAKES YOU SAY (INSERT COMPANY/BRAND MENTIONED IN Q.230) MAKES THE PRODUCT  
OR BRAND YOU SEE IN FRONT OF YOU? / ANY OTHER REASON?

	GRAND TOTAL	TEST		CONTROL		
		TOTAL TEST	TEST		CNTRL	
			CELL 1	CELL 2	TOTAL CNTRL	CELL 3 CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112 114
IT'S ABOVE THE NAME/TITLE OF THE PRODUCT/WRITTEN ABOVE THE NAME/TITLE OF THE PRODUCT	42 9.5	24 11.1	9 8.2	15 14.2	18 8.0	9 8.0 7.9
IT'S BEFORE THE NAME/TITLE OF THE PRODUCT/WRITTEN BEFORE THE NAME/TITLE OF THE PRODUCT	5 1.1	1 0.5	0 0	1 0.9	4 1.8	2 1.8 1.8
IT'S ABOVE/IS WRITTEN ABOVE 'BRAZILIAN CREAM'	13 2.9	0 0	0 0	0 0	13 5.8	9 8.0 3.5
IT'S ABOVE/IS WRITTEN ABOVE 'BRAZILIAN BODY BUTTER CREAM'	4 0.9	4 1.9	1 0.9	3 2.8	0 0	0 0 0
OTHER ABOVE/BEFORE THE PRODUCT NAME MENTIONS	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0 0
MISCELLANEOUS LOCATION ON PACKAGING						
IT'S ON/WRITTEN ON THE FRONT/ SAYS IT/SAYS THE NAME ON THE FRONT	8 1.8	7 3.2	3 2.7	4 3.8	1 0.4	1 0.9 0
IT'S AT/WRITTEN AT THE TOP/ SAYS IT/SAYS THE NAME AT THE TOP	78 17.6	38 17.6	20 18.2	18 17.0	40 17.7	24 21.4 14.0
IT'S FIRST/WRITTEN/LISTED FIRST/THE FIRST WORD/NAME YOU SEE/READ	15 3.4	7 3.2	4 3.6	3 2.8	8 3.5	4 3.6 3.5
IT'S AT/WRITTEN IN THE CENTER/MIDDLE/SAYS IT/SAYS THE NAME IN THE CENTER/MIDDLE	3 0.7	3 1.4	2 1.8	1 0.9	0 0	0 0 0
IT'S ABOVE THE TYPE OF PRODUCT/CREAM IT IS/SAYS THE NAME ABOVE THE TYPE OF PRODUCT/WHAT IT IS	13 2.9	6 2.8	2 1.8	4 3.8	7 3.1	4 3.6 2.6
IT'S ABOVE THE DESCRIPTION/ SAYS IT/SAYS THE NAME ABOVE THE DESCRIPTION	25 5.7	16 7.4	9 8.2	7 6.6	9 4.0	5 4.5 3.5

TARGET RESEARCH GROUP INC.  
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Table 6

Q.235/237 WHAT MAKES YOU SAY (INSERT COMPANY/BRAND MENTIONED IN Q.230) MAKES THE PRODUCT  
OR BRAND YOU SEE IN FRONT OF YOU? / ANY OTHER REASON?

	GRAND TOTAL	TEST		CONTROL			
		TOTAL TEST	TEST CELL 1	TEST CELL 2	CNTRL CNTRL		
			-----	-----	TOTAL CNTRL	CELL 3	CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
IT'S ABOVE THE INGREDIENTS/ SAYS IT/SAYS THE NAME ABOVE THE INGREDIENTS	5 1.1	1 0.5	1 0.9	0 0	4 1.8	2 1.8	2 1.8
OTHER MISCELLANEOUS LOCATION ON PACKAGING MENTIONS	3 0.7	2 0.9	1 0.9	1 0.9	1 0.4	0 0	1 0.9
GRAPHICS/SYMBOLS (SUBNET)	112 25.3	56 25.9	28 25.5	28 26.4	56 24.8	28 25.0	28 24.6
HAS A COPYRIGHT SYMBOL/ TRADEMARK SYMBOL/R SYMBOL/ CIRCLED R (NEXT TO THE NAME)	95 21.5	50 23.1	25 22.7	25 23.6	45 19.9	20 17.9	25 21.9
HAS A STAR/ASTERISK NEXT TO IT/ NEXT TO THE NAME	10 2.3	5 2.3	3 2.7	2 1.9	5 2.2	4 3.6	1 0.9
THE LOGO/HAS THE LOGO	2 0.5	1 0.5	0 0	1 0.9	1 0.4	1 0.9	0 0
OTHER GRAPHICS/SYMBOLS MENTIONS	7 1.6	2 0.9	2 1.8	0 0	5 2.2	3 2.7	2 1.8
PACKAGE INFORMATION (SUBNET)	73 16.5	35 16.2	22 20.0	13 12.3	38 16.8	16 14.3	22 19.3
NAME (SUB-SUBNET)	58 13.1	28 13.0	18 16.4	10 9.4	30 13.3	12 10.7	18 15.8
IT SAYS THE NAME/BRAND NAME/ THE NAME IS WRITTEN ON IT/ON THE PACKAGE	17 3.8	7 3.2	4 3.6	3 2.8	10 4.4	4 3.6	6 5.3
IT SAYS 'NUTRIUS'/HAS 'NUTRIUS' WRITTEN ON IT/HAS THE NUTRIUS NAME	36 8.1	19 8.8	12 10.9	7 6.6	17 7.5	7 6.3	10 8.8
IT SAYS 'NUTRIUS BRAZILIAN BODY BUTTER CREAM'	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
IT SAYS 'NUTRIUS BODY BUTTER CREAM'	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0

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Table 6

Q.235/237 WHAT MAKES YOU SAY (INSERT COMPANY/BRAND MENTIONED IN Q.230) MAKES THE PRODUCT  
OR BRAND YOU SEE IN FRONT OF YOU? / ANY OTHER REASON?

	GRAND TOTAL	TEST		CONTROL		TOTAL CNTRL	CELL 3	CELL 4
		TOTAL TEST	TEST CELL 1	TEST CELL 2	TOTAL CNTRL			
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114	
IT SAYS 'NUTRIUS BRAZILIAN CREAM'	2 0.5	0 0	0 0	0 0	2 0.9	1 0.9	1 0.9	
OTHER NAME MENTIONS	2 0.5	0 0	0 0	0 0	2 0.9	0 0	2 1.8	
MISCELLANEOUS PACKAGE INFORMATION								
DESCRIBES THE PRODUCT/HAS A DESCRIPTION OF WHAT IT IS/THE OTHER WORDS ARE THE DESCRIPTION	6 1.4	3 1.4	1 0.9	2 1.9	3 1.3	1 0.9	2 1.8	
SAYS/TELLS THE INGREDIENTS/ (SPECIFIC) INGREDIENTS/THE OTHER WORDS REFERENCE THE INGREDIENTS	3 0.7	2 0.9	1 0.9	1 0.9	1 0.4	0 0	1 0.9	
IT SAYS "BRAZILIAN"	2 0.5	1 0.5	1 0.9	0 0	1 0.4	1 0.9	0 0	
BRAZILIAN CREAM/BRAZILIAN BODY BUTTER CREAM IS THE TYPE OF CREAM/PRODUCT/BRAZILIAN CREAM DESCRIBES THE PRODUCT (AND IS NOT THE BRAND NAME)	6 1.4	2 0.9	1 0.9	1 0.9	4 1.8	3 2.7	1 0.9	
OTHER MISCELLANEOUS PACKAGE INFORMATION MENTIONS	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0	
PACKAGE EXECUTION (SUBNET)	20 4.5	11 5.1	5 4.5	6 5.7	9 4.0	5 4.5	4 3.5	
IT'S/THE NAME IS PROMINENT/ PROMINENTLY DISPLAYED/SHOWN	2 0.5	2 0.9	0 0	2 1.9	0 0	0 0	0 0	
BIG/LARGE LETTERS/FONT	1 0.2	0 0	0 0	0 0	1 0.4	1 0.9	0 0	
SMALL/TINY LETTERS/FONT	4 0.9	1 0.5	1 0.9	0 0	3 1.3	2 1.8	1 0.9	



TARGET RESEARCH GROUP INC.  
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Table 6

Q.235/237 WHAT MAKES YOU SAY (INSERT COMPANY/BRAND MENTIONED IN Q.230) MAKES THE PRODUCT  
OR BRAND YOU SEE IN FRONT OF YOU? / ANY OTHER REASON?

	GRAND TOTAL	TEST		CONTROL		
		TOTAL TEST	TEST CELL	TEST CELL	CNTRL CNTRL	
			1	2	TOTAL CNTRL	CELL 3 CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112 114
BOLD LETTERS/FONT/WRITTEN BOLDY	2 0.5	1 0.5	0 0	1 0.9	1 0.4	0 0 0.9
STATES IT/SHOWS IT/THE NAME CLEARLY/IT'S CLEAR/CLEARLY SHOWN	7 1.6	4 1.9	2 1.8	2 1.9	3 1.3	2 1.8 1 0.9
OTHER PACKAGE EXECUTION MENTIONS	4 0.9	3 1.4	2 1.8	1 0.9	1 0.4	0 0 1 0.9
MISCELLANEOUS PACKAGING						
IT SAYS IT/IT'S WRITTEN/SAYS IT ON THE PACKAGE/JAR/THAT'S WHAT IT SAYS (UNSPEC)	34 7.7	16 7.4	9 8.2	7 6.6	18 8.0	11 9.8 7 6.1
NOTHING ELSE (ON PACKAGE) LOOKS/SEEMS LIKE A BRAND NAME	7 1.6	5 2.3	3 2.7	2 1.9	2 0.9	2 1.8 0 0
COLOR/(SPECIFIC) COLOR OF PACKAGE	7 1.6	7 3.2	6 5.5	1 0.9	0 0	0 0 0 0
OTHER MISCELLANEOUS PACKAGING MENTIONS	4 0.9	4 1.9	3 2.7	1 0.9	0 0	0 0 0 0
PRODUCT RELATED (NET)	7 1.6	4 1.9	2 1.8	2 1.9	3 1.3	1 0.9 2 1.8
IT'S A BODY CREAM/BODY BUTTER CREAM	2 0.5	2 0.9	0 0	2 1.9	0 0	0 0 0 0
OTHER PRODUCT RELATED MENTIONS	5 1.1	2 0.9	2 1.8	0 0	3 1.3	1 0.9 2 1.8
BRAND HERITAGE/REPUTATION (NET)	2 0.5	1 0.5	1 0.9	0 0	1 0.4	1 0.9 0 0
THEY ARE KNOWN TO MAKE BRAZILIAN BUM BUM CREAM	1 0.2	0 0	0 0	0 0	1 0.4	1 0.9 0 0
OTHER BRAND HERITAGE/REPUTATION MENTIONS	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0 0 0

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 6

Q.235/237 WHAT MAKES YOU SAY (INSERT COMPANY/BRAND MENTIONED IN Q.230) MAKES THE PRODUCT  
OR BRAND YOU SEE IN FRONT OF YOU? / ANY OTHER REASON?

	GRAND TOTAL	TEST		CONTROL		
		TOTAL TEST	TEST CELL	TEST CELL	CNTRL CNTRL	
			1	2	TOTAL CNTRL	CELL 3 CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112 114
FAMILIARITY/EXPERIENCE (NET)	11 2.5	7 3.2	4 3.6	3 2.8	4 1.8	1 0.9 2.6
HAVE USED/PURCHASED IT BEFORE	3 0.7	1 0.5	0 0	1 0.9	2 0.9	1 0.9 0.9
KNOWN/RECOGNIZABLE/FAMILIAR BRAND	5 1.1	5 2.3	4 3.6	1 0.9	0 0	0 0 0
OTHER FAMILIARITY/EXPERIENCE MENTIONS	3 0.7	1 0.5	0 0	1 0.9	2 0.9	0 0 1.8
MISCELLANEOUS						
LOOKS/SOUNDS/SEEMS LIKE IT/SEEMS LIKE IT IS/WOULD BE THE BRAND NAME	10 2.3	8 3.7	5 4.5	3 2.8	2 0.9	0 0 1.8
MAKES SENSE/COMMON SENSE	3 0.7	3 1.4	1 0.9	2 1.9	0 0	0 0 0
THERE ARE OTHER BRAZILIAN CREAMS ON THE MARKET/AVAILABLE	2 0.5	0 0	0 0	0 0	2 0.9	1 0.9 0.9
OTHER MISCELLANEOUS MENTIONS	5 1.1	4 1.9	1 0.9	3 2.8	1 0.4	1 0.9 0
DON'T KNOW/UNSURE (Q.235)	10 2.3	6 2.8	3 2.7	3 2.8	4 1.8	1 0.9 2.6
DON'T KNOW/UNSURE (Q.230)	58 13.1	20 9.3	12 10.9	8 7.5	38 16.8	13 11.6 21.9

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 7

Q.235/237 WHAT MAKES YOU SAY BRAZILIAN BUM BUM CREAM MAKES THE PRODUCT OR BRAND YOU SEE  
IN FRONT OF YOU? / ANY OTHER REASON?

	GRAND TOTAL	TEST		CONTROL			
		TOTAL TEST	TEST CELL 1	TEST CELL 2	TOTAL CNTRL CNTRL	CNTRL CELL 3	CNTRL CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
MENTIONED BRAZILIAN BUM BUM CREAM AT Q.230	4 0.9	3 1.4	3 2.7	0 0	1 0.4	0 0	1 0.9
PACKAGING (NET)	3 0.7	3 1.4	3 2.7	0 0	0 0	0 0	0 0
PACKAGE INFORMATION (SUBNET)	3 0.7	3 1.4	3 2.7	0 0	0 0	0 0	0 0
NAME (SUB-SUBNET)	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
IT SAYS 'NUTRIUS'/HAS 'NUTRIUS' WRITTEN ON IT/HAS THE NUTRIUS NAME	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
MISCELLANEOUS PACKAGE INFORMATION							
IT SAYS "BRAZILIAN"	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
BRAZILIAN CREAM/BRAZILIAN BODY BUTTER CREAM IS THE TYPE OF CREAM/PRODUCT/BRAZILIAN CREAM DESCRIBES THE PRODUCT (AND IS NOT THE BRAND NAME)	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
MISCELLANEOUS PACKAGING							
COLOR/(SPECIFIC) COLOR OF PACKAGE	2 0.5	2 0.9	2 1.8	0 0	0 0	0 0	0 0
OTHER MISCELLANEOUS PACKAGING MENTIONS	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
PRODUCT RELATED (NET)	1 0.2	0 0	0 0	0 0	1 0.4	0 0	1 0.9
OTHER PRODUCT RELATED MENTIONS	1 0.2	0 0	0 0	0 0	1 0.4	0 0	1 0.9
FAMILIARITY/EXPERIENCE (NET)	2 0.5	1 0.5	1 0.9	0 0	1 0.4	0 0	1 0.9

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 7

Q.235/237 WHAT MAKES YOU SAY BRAZILIAN BUM BUM CREAM MAKES THE PRODUCT OR BRAND YOU SEE  
IN FRONT OF YOU? / ANY OTHER REASON?

	GRAND TOTAL	TEST			CONTROL		
		TOTAL TEST	TEST CELL	TEST CELL	TOTAL CNTRL	CNTRL CELL	CNTRL CELL
			1	2		3	4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
HAVE USED/PURCHASED IT BEFORE	1 0.2	0 0	0 0	0 0	1 0.4	0 0	1 0.9
KNOWN/RECOGNIZABLE/FAMILIAR BRAND	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
DID NOT MENTION BRAZILIAN BUM BUM CREAM AT Q.230	438 99.1	213 98.6	107 97.3	106 100.0	225 99.6	112 100.0	113 99.1

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 8

Q.240 DOES OR DOESN'T THE COMPANY OR BRAND THAT MAKES THE PRODUCT YOU SEE IN FRONT OF YOU  
MAKE ANY OTHER PRODUCTS OR BRANDS?

	TEST				CONTROL		
	GRAND TOTAL	TOTAL TEST	TEST CELL	TEST CELL	TOTAL CNTRL	CNTRL	
			1	2		CELL 3	CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
YES, IT DOES	67 15.2	34 15.7	25 22.7	9 8.5	33 14.6	17 15.2	16 14.0
NO, IT DOESN'T	41 9.3	13 6.0	6 5.5	7 6.6	28 12.4	12 10.7	16 14.0
DON'T KNOW/UNSURE	334 75.6	169 78.2	79 71.8	90 84.9	165 73.0	83 74.1	82 71.9

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 9

Q.245/247 WHAT OTHER PRODUCTS OR BRANDS ARE MADE BY THE SAME COMPANY OR BRAND? / ANY OTHER PRODUCTS OR BRANDS?

	GRAND TOTAL	TEST			CONTROL		
		TOTAL TEST	TEST		TOTAL CNTRL	CNTRL	
			CELL 1	CELL 2		CELL 3	CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
YES, IT DOES MAKE ANY OTHER PRODUCTS OR BRANDS	67 15.2	34 15.7	25 22.7	9 8.5	33 14.6	17 15.2	16 14.0
BRAND NAME (NET)	11 2.5	8 3.7	6 5.5	2 1.9	3 1.3	1 0.9	2 1.8
SOL DE JANERIO (SUBNET)	8 1.8	5 2.3	4 3.6	1 0.9	3 1.3	1 0.9	2 1.8
SOL DE JANEIRO (UNSPEC)	2 0.5	2 0.9	1 0.9	1 0.9	0 0	0 0	0 0
BRAZILIAN BUM/BRAZILIAN BUM CREAM	1 0.2	0 0	0 0	0 0	1 0.4	1 0.9	0 0
BRAZILIAN BUM BUM/BRAZILIAN BUM BUM CREAM	3 0.7	2 0.9	2 1.8	0 0	1 0.4	0 0	1 0.9
BUM BUM CREAM	1 0.2	0 0	0 0	0 0	1 0.4	0 0	1 0.9
OTHER SOL DE JANEIRO MENTIONS	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
NUTRIUS (SUBNET)	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
NUTRIUS (UNSPEC)	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
MISCELLANEOUS BRAND NAME							
NIVEA	1 0.2	1 0.5	0 0	1 0.9	0 0	0 0	0 0
OTHER MISCELLANEOUS BRAND NAME MENTIONS	3 0.7	2 0.9	1 0.9	1 0.9	1 0.4	0 0	1 0.9
PRODUCT TYPE (NET)	22 5.0	13 6.0	11 10.0	2 1.9	9 4.0	3 2.7	6 5.3
SKIN CARE (SUBNET)	11 2.5	7 3.2	5 4.5	2 1.9	4 1.8	0 0	4 3.5

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 9

Q.245/247 WHAT OTHER PRODUCTS OR BRANDS ARE MADE BY THE SAME COMPANY OR BRAND? / ANY OTHER PRODUCTS OR BRANDS?

	GRAND TOTAL	TEST			CONTROL		
		TOTAL TEST	TEST		TOTAL CNTRL	CNTRL	
			CELL 1	CELL 2		CELL 3	CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
LOTION	5 1.1	3 1.4	3 2.7	0 0	2 0.9	0 0	2 1.8
BODY WASH	3 0.7	3 1.4	2 1.8	1 0.9	0 0	0 0	0 0
OTHER SKIN CARE MENTIONS	8 1.8	4 1.9	3 2.7	1 0.9	4 1.8	0 0	4 3.5
HAIR CARE (SUBNET)	12 2.7	8 3.7	7 6.4	1 0.9	4 1.8	2 1.8	2 1.8
HAIR CARE (UNSPEC)	4 0.9	3 1.4	3 2.7	0 0	1 0.4	1 0.9	0 0
SHAMPOO	8 1.8	5 2.3	4 3.6	1 0.9	3 1.3	1 0.9	2 1.8
CONDITIONER	5 1.1	2 0.9	2 1.8	0 0	3 1.3	1 0.9	2 1.8
OTHER HAIR CARE MENTIONS	4 0.9	3 1.4	2 1.8	1 0.9	1 0.4	0 0	1 0.9
MISCELLANEOUS PRODUCT TYPE							
OTHER MISCELLANEOUS PRODUCT TYPE MENTIONS	4 0.9	2 0.9	2 1.8	0 0	2 0.9	1 0.9	1 0.9
MISCELLANEOUS							
BRAZILIAN BUTT CREAM	3 0.7	1 0.5	1 0.9	0 0	2 0.9	1 0.9	1 0.9
BRAZILIAN BOOTY CREAM	2 0.5	0 0	0 0	0 0	2 0.9	1 0.9	1 0.9
OTHER MISCELLANEOUS MENTIONS	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
DON'T KNOW/UNSURE (Q.245)	34 7.7	12 5.6	7 6.4	5 4.7	22 9.7	13 11.6	9 7.9

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 9

Q.245/247 WHAT OTHER PRODUCTS OR BRANDS ARE MADE BY THE SAME COMPANY OR BRAND? / ANY OTHER PRODUCTS OR BRANDS?

	TEST				CONTROL		
	GRAND TOTAL	TOTAL TEST	TEST CELL	TEST CELL	TOTAL CNTRL	CNTRL CELL	CNTRL CELL
			1	2		3	4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
NO, IT DOESN'T MAKE ANY OTHER PRODUCTS OR BRANDS	41 9.3	13 6.0	6 5.5	7 6.6	28 12.4	12 10.7	16 14.0
DON'T KNOW/UNSURE (Q.240)	334 75.6	169 78.2	79 71.8	90 84.9	165 73.0	83 74.1	82 71.9



TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 10

Q.250 DOES OR DOESN'T THE COMPANY OR BRAND THAT MAKES THE PRODUCT YOU SEE IN FRONT OF YOU HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND?

	GRAND TOTAL	TEST			CONTROL		
		TOTAL TEST	TEST CELL	TEST CELL	TOTAL CNTRL	CNTRL CELL	CNTRL CELL
			1	2		3	4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	26 5.9	15 6.9	10 9.1	5 4.7	11 4.9	3 2.7	8 7.0
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	49 11.1	19 8.8	9 8.2	10 9.4	30 13.3	17 15.2	13 11.4
DON'T KNOW/UNSURE	367 83.0	182 84.3	91 82.7	91 85.8	185 81.9	92 82.1	93 81.6

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 11

Q.255 WITH WHICH OTHER COMPANY OR BRAND DOES THE COMPANY OR BRAND THAT MAKES THE PRODUCT YOU SEE  
IN FRONT OF YOU HAVE A BUSINESS AFFILIATION OR CONNECTION?

	GRAND TOTAL	TEST		CONTROL			
		TOTAL TEST	TEST CELL 1	TEST CELL 2	TOTAL CNTRL	CNTRL CELL 3	CNTRL CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	26 5.9	15 6.9	10 9.1	5 4.7	11 4.9	3 2.7	8 7.0
BRAND NAME (NET)	13 2.9	10 4.6	7 6.4	3 2.8	3 1.3	2 1.8	1 0.9
SOL DE JANERIO (SUBNET)	7 1.6	7 3.2	5 4.5	2 1.9	0 0	0 0	0 0
SOL DE JANEIRO (UNSPEC)	2 0.5	2 0.9	1 0.9	1 0.9	0 0	0 0	0 0
BRAZILIAN BUM/BRAZILIAN BUM CREAM	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
BRAZILIAN BUM BUM/BRAZILIAN BUM BUM CREAM	3 0.7	3 1.4	2 1.8	1 0.9	0 0	0 0	0 0
OTHER SOL DE JANEIRO MENTIONS	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
NUTRIUS (SUBNET)	2 0.5	1 0.5	0 0	1 0.9	1 0.4	1 0.9	0 0
NUTRIUS (UNSPEC)	1 0.2	0 0	0 0	0 0	1 0.4	1 0.9	0 0
BRAZILIAN BODY BUTTER CREAM	1 0.2	1 0.5	0 0	1 0.9	0 0	0 0	0 0
MISCELLANEOUS BRAND NAME							
CERAVE	2 0.5	0 0	0 0	0 0	2 0.9	1 0.9	1 0.9
NIVEA	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
OTHER MISCELLANEOUS BRAND NAME MENTIONS	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 11

Q.255 WITH WHICH OTHER COMPANY OR BRAND DOES THE COMPANY OR BRAND THAT MAKES THE PRODUCT YOU SEE  
IN FRONT OF YOU HAVE A BUSINESS AFFILIATION OR CONNECTION?

	GRAND TOTAL	TEST		CONTROL			
		TOTAL TEST	TEST CELL	TEST CELL	TOTAL CNTRL	CNTRL CELL	CNTRL CELL
			1	2		3	4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
MISCELLANEOUS							
BRAZILIAN/BRAZILIAN CREAM	1 0.2	0 0	0 0	0 0	1 0.4	0 0	1 0.9
BRAZILIAN BODY	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
BRAZILIAN BOOTY CREAM	1 0.2	1 0.5	0 0	1 0.9	0 0	0 0	0 0
DON'T KNOW/UNSURE (Q.255)	11 2.5	4 1.9	2 1.8	2 1.9	7 3.1	1 0.9	6 5.3
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	49 11.1	19 8.8	9 8.2	10 9.4	30 13.3	17 15.2	13 11.4
DON'T KNOW/UNSURE (Q.250)	367 83.0	182 84.3	91 82.7	91 85.8	185 81.9	92 82.1	93 81.6

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 12

Q.256/257 WHAT MAKES YOU SAY (INSERT COMPANY/BRAND MENTIONED IN Q.255) HAS A BUSINESS AFFILIATION  
OR CONNECTION WITH THE COMPANY OR BRAND THAT MAKES THE PRODUCT YOU SEE IN FRONT OF YOU?/ ANY OTHER REASON?

	GRAND TOTAL	TEST		CONTROL			
		TOTAL TEST	TEST CELL 1	TEST CELL 2	TOTAL CNTRL	CNTRL CELL 3	CNTRL CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	26 5.9	15 6.9	10 9.1	5 4.7	11 4.9	3 2.7	8 7.0
MENTIONED COMPANY/BRAND AT Q.255	15 3.4	11 5.1	8 7.3	3 2.8	4 1.8	2 1.8	2 1.8
PACKAGING (NET)	7 1.6	6 2.8	5 4.5	1 0.9	1 0.4	1 0.9	0 0
LOCATION ON PACKAGING (SUBNET)	3 0.7	2 0.9	2 1.8	0 0	1 0.4	1 0.9	0 0
LABEL (SUB-SUBNET)	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
OTHER LABEL MENTIONS	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
ABOVE/BEFORE THE PRODUCT NAME (SUB-SUBNET)	1 0.2	0 0	0 0	0 0	1 0.4	1 0.9	0 0
IT'S ABOVE THE NAME/TITLE OF THE PRODUCT/WRITTEN ABOVE THE NAME/TITLE OF THE PRODUCT	1 0.2	0 0	0 0	0 0	1 0.4	1 0.9	0 0
MISCELLANEOUS LOCATION ON PACKAGING							
OTHER MISCELLANEOUS LOCATION ON PACKAGING MENTIONS	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
GRAPHICS/SYMBOLS (SUBNET)	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
OTHER GRAPHICS/SYMBOLS MENTIONS	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
PACKAGE INFORMATION (SUBNET)	3 0.7	2 0.9	1 0.9	1 0.9	1 0.4	1 0.9	0 0
NAME (SUB-SUBNET)	1 0.2	0 0	0 0	0 0	1 0.4	1 0.9	0 0

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 12

Q.256/257 WHAT MAKES YOU SAY (INSERT COMPANY/BRAND MENTIONED IN Q.255) HAS A BUSINESS AFFILIATION  
OR CONNECTION WITH THE COMPANY OR BRAND THAT MAKES THE PRODUCT YOU SEE IN FRONT OF YOU?/ ANY OTHER REASON?

	GRAND TOTAL	TEST		CONTROL			
		TOTAL TEST	TEST CELL 1	TEST CELL 2	TOTAL CNTRL	CELL 3	CNTRL CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
IT SAYS 'NUTRIUS'/HAS 'NUTRIUS' WRITTEN ON IT/HAS THE NUTRIUS NAME	1 0.2	0 0	0 0	0 0	1 0.4	1 0.9	0 0
MISCELLANEOUS PACKAGE INFORMATION							
IT SAYS "BRAZILIAN"	2 0.5	2 0.9	1 0.9	1 0.9	0 0	0 0	0 0
MISCELLANEOUS PACKAGING							
COLOR/(SPECIFIC) COLOR OF PACKAGE	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
OTHER MISCELLANEOUS PACKAGING MENTIONS	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
PRODUCT RELATED (NET)	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
BRAZILIAN BUM BUM CREAM IS A BODY CREAM	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
OTHER PRODUCT RELATED MENTIONS	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
BRAND HERITAGE/REPUTATION (NET)	3 0.7	3 1.4	3 2.7	0 0	0 0	0 0	0 0
OTHER BRAND HERITAGE/REPUTATION MENTIONS	3 0.7	3 1.4	3 2.7	0 0	0 0	0 0	0 0
MISCELLANEOUS							
OTHER MISCELLANEOUS MENTIONS	2 0.5	1 0.5	0 0	1 0.9	1 0.4	1 0.9	0 0
DON'T KNOW/UNSURE (Q.256)	3 0.7	1 0.5	0 0	1 0.9	2 0.9	0 0	2 1.8
DON'T KNOW/UNSURE (Q.255)	11 2.5	4 1.9	2 1.8	2 1.9	7 3.1	1 0.9	6 5.3

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 12

Q.256/257 WHAT MAKES YOU SAY (INSERT COMPANY/BRAND MENTIONED IN Q.255) HAS A BUSINESS AFFILIATION  
OR CONNECTION WITH THE COMPANY OR BRAND THAT MAKES THE PRODUCT YOU SEE IN FRONT OF YOU?/ ANY OTHER REASON?

	TEST				CONTROL		
	-----				-----		
	GRAND TOTAL	TOTAL TEST	TEST CELL	TEST CELL	TOTAL CNTRL	CNTRL	
			1	2		CELL 3	CELL 4
-----							
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	49 11.1	19 8.8	9 8.2	10 9.4	30 13.3	17 15.2	13 11.4
DON'T KNOW/UNSURE (Q.250)	367 83.0	182 84.3	91 82.7	91 85.8	185 81.9	92 82.1	93 81.6

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 13

Q.256/257 WHAT MAKES YOU SAY BRAZILIAN BUM BUM CREAM HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY OR BRAND THAT MAKES THE PRODUCT YOU SEE IN FRONT OF YOU?/ ANY OTHER REASON?

	GRAND TOTAL	TEST		CONTROL			
		TOTAL TEST	TEST CELL 1	TEST CELL 2	TOTAL CNTRL	CNTRL CELL 3	CNTRL CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
YES, IT DOES HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	26 5.9	15 6.9	10 9.1	5 4.7	11 4.9	3 2.7	8 7.0
MENTIONED BRAZILIAN BUM BUM CREAM AT Q.255	7 1.6	7 3.2	5 4.5	2 1.9	0 0	0 0	0 0
PACKAGING (NET)	3 0.7	3 1.4	2 1.8	1 0.9	0 0	0 0	0 0
PACKAGE INFORMATION (SUBNET)	2 0.5	2 0.9	1 0.9	1 0.9	0 0	0 0	0 0
MISCELLANEOUS PACKAGE INFORMATION							
IT SAYS "BRAZILIAN"	2 0.5	2 0.9	1 0.9	1 0.9	0 0	0 0	0 0
MISCELLANEOUS PACKAGING							
COLOR/ (SPECIFIC) COLOR OF PACKAGE	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
OTHER MISCELLANEOUS PACKAGING MENTIONS	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
PRODUCT RELATED (NET)	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
BRAZILIAN BUM BUM CREAM IS A BODY CREAM	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
OTHER PRODUCT RELATED MENTIONS	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
BRAND HERITAGE/REPUTATION (NET)	2 0.5	2 0.9	2 1.8	0 0	0 0	0 0	0 0
OTHER BRAND HERITAGE/REPUTATION MENTIONS	2 0.5	2 0.9	2 1.8	0 0	0 0	0 0	0 0

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 13

Q.256/257 WHAT MAKES YOU SAY BRAZILIAN BUM BUM CREAM HAS A BUSINESS AFFILIATION OR CONNECTION WITH THE COMPANY OR BRAND THAT MAKES THE PRODUCT YOU SEE IN FRONT OF YOU?/ ANY OTHER REASON?

	GRAND TOTAL	TEST		CONTROL			
		TOTAL TEST	TEST CELL	TEST CELL	TOTAL CNTRL	CNTRL CELL	CNTRL CELL
			1	2		3	4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
MISCELLANEOUS							
OTHER MISCELLANEOUS MENTIONS	1 0.2	1 0.5	0 0	1 0.9	0 0	0 0	0 0
MENTIONED COMPANY/BRAND BUT NOT BRAZILIAN BUM BUM CREAM AT Q.255	8 1.8	4 1.9	3 2.7	1 0.9	4 1.8	2 1.8	2 1.8
DON'T KNOW/UNSURE (Q.255)	11 2.5	4 1.9	2 1.8	2 1.9	7 3.1	1 0.9	6 5.3
NO, IT DOES NOT HAVE A BUSINESS AFFILIATION OR CONNECTION WITH ANOTHER COMPANY OR BRAND	49 11.1	19 8.8	9 8.2	10 9.4	30 13.3	17 15.2	13 11.4
DON'T KNOW/UNSURE (Q.250)	367 83.0	182 84.3	91 82.7	91 85.8	185 81.9	92 82.1	93 81.6



TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 14

Q.260 DID OR DIDN'T THE COMPANY OR BRAND THAT MAKES THE PRODUCT YOU SEE IN FRONT OF YOU  
RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND?

	TEST				CONTROL		
	GRAND TOTAL	TOTAL TEST	TEST CELL	TEST CELL	TOTAL CNTRL	CELL 3	CELL CNTRL 4
			1	2			
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
YES, IT DID RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	25 5.7	15 6.9	11 10.0	4 3.8	10 4.4	4 3.6	6 5.3
NO, IT DIDN'T RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	38 8.6	13 6.0	7 6.4	6 5.7	25 11.1	14 12.5	11 9.6
DON'T KNOW/UNSURE	379 85.7	188 87.0	92 83.6	96 90.6	191 84.5	94 83.9	97 85.1

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 15

Q.265 WHICH OTHER COMPANY OR BRAND GAVE PERMISSION OR APPROVAL TO THE COMPANY OR BRAND  
THAT MAKES THE PRODUCT YOU SEE IN FRONT OF YOU?

	GRAND TOTAL	TEST		CONTROL			
		TOTAL TEST	TEST CELL	TEST CELL	TOTAL CNTRL	CNTRL CELL	CNTRL CELL
			1	2		3	4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
YES, IT DID RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	25 5.7	15 6.9	11 10.0	4 3.8	10 4.4	4 3.6	6 5.3
BRAND NAME (NET)	4 0.9	2 0.9	0 0	2 1.9	2 0.9	0 0	2 1.8
NUTRIUS (SUBNET)	3 0.7	1 0.5	0 0	1 0.9	2 0.9	0 0	2 1.8
NUTRIUS (UNSPEC)	3 0.7	1 0.5	0 0	1 0.9	2 0.9	0 0	2 1.8
MISCELLANEOUS BRAND NAME							
NIVEA	1 0.2	1 0.5	0 0	1 0.9	0 0	0 0	0 0
MISCELLANEOUS							
BRAZILIAN/BRAZILIAN CREAM	2 0.5	0 0	0 0	0 0	2 0.9	1 0.9	1 0.9
BRAZILIAN BODY	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
OTHER MISCELLANEOUS MENTIONS	3 0.7	2 0.9	1 0.9	1 0.9	1 0.4	1 0.9	0 0
DON'T KNOW (Q.265)	15 3.4	10 4.6	9 8.2	1 0.9	5 2.2	2 1.8	3 2.6
NO, IT DIDN'T RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	38 8.6	13 6.0	7 6.4	6 5.7	25 11.1	14 12.5	11 9.6
DON'T KNOW/UNSURE (Q.260)	379 85.7	188 87.0	92 83.6	96 90.6	191 84.5	94 83.9	97 85.1

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 16

Q.266/267 WHAT MAKES YOU SAY (INSERT COMPANY/BRAND MENTIONED IN Q.265) GAVE PERMISSION  
OR APPROVAL TO THE COMPANY OR BRAND THAT MAKES THE PRODUCT YOU SEE IN FRONT OF YOU?/ ANY OTHER REASON?

	GRAND TOTAL	TEST		CONTROL			
		TOTAL TEST	TEST CELL 1	TEST CELL 2	CNTRL CNTRL		
			TOTAL CNTRL	CELL 3	CELL 4		
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
YES, IT DID RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	25 5.7	15 6.9	11 10.0	4 3.8	10 4.4	4 3.6	6 5.3
MENTIONED COMPANY/BRAND AT Q.265	10 2.3	5 2.3	2 1.8	3 2.8	5 2.2	2 1.8	3 2.6
PACKAGING (NET)	9 2.0	5 2.3	2 1.8	3 2.8	4 1.8	1 0.9	3 2.6
LOCATION ON PACKAGING (SUBNET)	2 0.5	1 0.5	1 0.9	0 0	1 0.4	0 0	1 0.9
LABEL (SUB-SUBNET)	2 0.5	1 0.5	1 0.9	0 0	1 0.4	0 0	1 0.9
IT'S ON/WRITTEN ON THE LABEL/ SAYS IT/SAYS THE NAME ON THE LABEL	2 0.5	1 0.5	1 0.9	0 0	1 0.4	0 0	1 0.9
GRAPHICS/SYMBOLS (SUBNET)	4 0.9	2 0.9	1 0.9	1 0.9	2 0.9	1 0.9	1 0.9
HAS A COPYRIGHT SYMBOL/ TRADEMARK SYMBOL/R SYMBOL/ CIRCLED R (NEXT TO THE NAME)	2 0.5	1 0.5	0 0	1 0.9	1 0.4	1 0.9	0 0
HAS A STAR/ASTERISK NEXT TO IT/ NEXT TO THE NAME	1 0.2	0 0	0 0	0 0	1 0.4	0 0	1 0.9
OTHER GRAPHICS/SYMBOLS MENTIONS	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
PACKAGE INFORMATION (SUBNET)	1 0.2	1 0.5	0 0	1 0.9	0 0	0 0	0 0
MISCELLANEOUS PACKAGE INFORMATION							
SAYS/TELLS THE INGREDIENTS/ (SPECIFIC) INGREDIENTS/THE OTHER WORDS REFERENCE THE INGREDIENTS	1 0.2	1 0.5	0 0	1 0.9	0 0	0 0	0 0

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 16

Q.266/267 WHAT MAKES YOU SAY (INSERT COMPANY/BRAND MENTIONED IN Q.265) GAVE PERMISSION  
OR APPROVAL TO THE COMPANY OR BRAND THAT MAKES THE PRODUCT YOU SEE IN FRONT OF YOU?/ ANY OTHER REASON?

	GRAND TOTAL	TEST			CONTROL		
		TOTAL TEST	TEST CELL 1	TEST CELL 2	TOTAL CNTRL	CNTRL CELL 3	CNTRL CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
PACKAGE EXECUTION (SUBNET)	1 0.2	0 0	0 0	0 0	1 0.4	0 0	1 0.9
BIG/LARGE LETTERS/FONT	1 0.2	0 0	0 0	0 0	1 0.4	0 0	1 0.9
MISCELLANEOUS PACKAGING							
OTHER MISCELLANEOUS PACKAGING MENTIONS	1 0.2	1 0.5	0 0	1 0.9	0 0	0 0	0 0
BRAND HERITAGE/REPUTATION (NET)	1 0.2	0 0	0 0	0 0	1 0.4	0 0	1 0.9
OTHER BRAND HERITAGE/REPUTATION MENTIONS	1 0.2	0 0	0 0	0 0	1 0.4	0 0	1 0.9
MISCELLANEOUS							
OTHER MISCELLANEOUS MENTIONS	1 0.2	1 0.5	0 0	1 0.9	0 0	0 0	0 0
DON'T KNOW/UNSURE (Q.266)	1 0.2	0 0	0 0	0 0	1 0.4	1 0.9	0 0
DON'T KNOW/UNSURE (Q.265)	15 3.4	10 4.6	9 8.2	1 0.9	5 2.2	2 1.8	3 2.6
NO, IT DIDN'T RECEIVE PERMISSION OR APPROVAL FROM ANOTHER COMPANY OR BRAND	38 8.6	13 6.0	7 6.4	6 5.7	25 11.1	14 12.5	11 9.6
DON'T KNOW/UNSURE (Q.260)	379 85.7	188 87.0	92 83.6	96 90.6	191 84.5	94 83.9	97 85.1

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 17

Q.230/245/247/255/265 TOTAL SUMMARY OF BRANDS MENTIONED

	GRAND TOTAL	TEST			CONTROL		
		TOTAL TEST	TEST		CNTRL		CNTRL
			CELL 1	CELL 2	TOTAL CNTRL	CELL 3	CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
BRAND NAME (NET)	384 86.9	195 90.3	97 88.2	98 92.5	189 83.6	100 89.3	89 78.1
SOL DE JANERIO (SUBNET)	16 3.6	12 5.6	9 8.2	3 2.8	4 1.8	1 0.9	3 2.6
SOL DE JANEIRO (UNSPEC)	4 0.9	4 1.9	2 1.8	2 1.9	0 0	0 0	0 0
BRAZILIAN BUM/BRAZILIAN BUM CREAM	2 0.5	1 0.5	1 0.9	0 0	1 0.4	1 0.9	0 0
BRAZILIAN BUM BUM/BRAZILIAN BUM BUM CREAM	7 1.6	5 2.3	4 3.6	1 0.9	2 0.9	0 0	2 1.8
BUM BUM CREAM	2 0.5	1 0.5	1 0.9	0 0	1 0.4	0 0	1 0.9
OTHER SOL DE JANEIRO MENTIONS	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
NUTRIUS (SUBNET)	375 84.8	189 87.5	92 83.6	97 91.5	186 82.3	99 88.4	87 76.3
NUTRIUS (UNSPEC)	371 83.9	186 86.1	90 81.8	96 90.6	185 81.9	98 87.5	87 76.3
NUTRIUS BRAZILIAN BODY BUTTER CREAM	3 0.7	3 1.4	2 1.8	1 0.9	0 0	0 0	0 0
BRAZILIAN BODY BUTTER CREAM	1 0.2	1 0.5	0 0	1 0.9	0 0	0 0	0 0
OTHER NUTRIUS MENTIONS	1 0.2	0 0	0 0	0 0	1 0.4	1 0.9	0 0
MISCELLANEOUS BRAND NAME							
CERAVE	2 0.5	0 0	0 0	0 0	2 0.9	1 0.9	1 0.9
NIVEA	3 0.7	3 1.4	1 0.9	2 1.9	0 0	0 0	0 0

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 17

Q.230/245/247/255/265 TOTAL SUMMARY OF BRANDS MENTIONED

	GRAND TOTAL	TEST		CONTROL			
		TOTAL TEST	TEST CELL 1	TEST CELL 2	TOTAL CNTRL	CNTRL CELL 3	CNTRL CELL 4
			----	----		----	
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
OTHER MISCELLANEOUS BRAND NAME MENTIONS	7 1.6	6 2.8	4 3.6	2 1.9	1 0.4	0 0	1 0.9
PRODUCT TYPE (NET)	22 5.0	13 6.0	11 10.0	2 1.9	9 4.0	3 2.7	6 5.3
SKIN CARE (SUBNET)	11 2.5	7 3.2	5 4.5	2 1.9	4 1.8	0 0	4 3.5
LOTION	5 1.1	3 1.4	3 2.7	0 0	2 0.9	0 0	2 1.8
BODY WASH	3 0.7	3 1.4	2 1.8	1 0.9	0 0	0 0	0 0
OTHER SKIN CARE MENTIONS	8 1.8	4 1.9	3 2.7	1 0.9	4 1.8	0 0	4 3.5
HAIR CARE (SUBNET)	12 2.7	8 3.7	7 6.4	1 0.9	4 1.8	2 1.8	2 1.8
HAIR CARE (UNSPEC)	4 0.9	3 1.4	3 2.7	0 0	1 0.4	1 0.9	0 0
SHAMPOO	8 1.8	5 2.3	4 3.6	1 0.9	3 1.3	1 0.9	2 1.8
CONDITIONER	5 1.1	2 0.9	2 1.8	0 0	3 1.3	1 0.9	2 1.8
OTHER HAIR CARE MENTIONS	4 0.9	3 1.4	2 1.8	1 0.9	1 0.4	0 0	1 0.9
MISCELLANEOUS PRODUCT TYPE							
OTHER MISCELLANEOUS PRODUCT TYPE MENTIONS	4 0.9	2 0.9	2 1.8	0 0	2 0.9	1 0.9	1 0.9
MISCELLANEOUS							
BRAZILIAN/BRAZILIAN CREAM	6 1.4	1 0.5	1 0.9	0 0	5 2.2	2 1.8	3 2.6

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 17

Q.230/245/247/255/265 TOTAL SUMMARY OF BRANDS MENTIONED

	TEST				CONTROL		
	GRAND TOTAL	TOTAL TEST	TEST CELL	TEST CELL	TOTAL CNTRL	CNTRL CELL	CNTRL CELL
			1	2		3	4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
BRAZILIAN BODY	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
BRAZILIAN BUTT CREAM	3 0.7	1 0.5	1 0.9	0 0	2 0.9	1 0.9	1 0.9
BRAZILIAN BOOTY CREAM	3 0.7	1 0.5	0 0	1 0.9	2 0.9	1 0.9	1 0.9
OTHER MISCELLANEOUS MENTIONS	4 0.9	3 1.4	2 1.8	1 0.9	1 0.4	1 0.9	0 0
DON'T KNOW/UNSURE	55 12.4	20 9.3	12 10.9	8 7.5	35 15.5	12 10.7	23 20.2

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 18

## Q.230/255/265 SUMMARY OF BRANDS MENTIONED

	GRAND TOTAL	TEST			CONTROL		
		TOTAL TEST	TEST		TOTAL CNTRL	CNTRL	
			CELL 1	CELL 2		CELL 3	CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
BRAND NAME (NET)	382 86.4	195 90.3	97 88.2	98 92.5	187 82.7	99 88.4	88 77.2
SOL DE JANERIO (SUBNET)	9 2.0	8 3.7	6 5.5	2 1.9	1 0.4	0 0	1 0.9
SOL DE JANEIRO (UNSPEC)	2 0.5	2 0.9	1 0.9	1 0.9	0 0	0 0	0 0
BRAZILIAN BUM/BRAZILIAN BUM CREAM	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
BRAZILIAN BUM BUM/BRAZILIAN BUM BUM CREAM	4 0.9	3 1.4	2 1.8	1 0.9	1 0.4	0 0	1 0.9
BUM BUM CREAM	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
OTHER SOL DE JANEIRO MENTIONS	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
NUTRIUS (SUBNET)	375 84.8	189 87.5	92 83.6	97 91.5	186 82.3	99 88.4	87 76.3
NUTRIUS (UNSPEC)	371 83.9	186 86.1	90 81.8	96 90.6	185 81.9	98 87.5	87 76.3
NUTRIUS BRAZILIAN BODY BUTTER CREAM	3 0.7	3 1.4	2 1.8	1 0.9	0 0	0 0	0 0
BRAZILIAN BODY BUTTER CREAM	1 0.2	1 0.5	0 0	1 0.9	0 0	0 0	0 0
OTHER NUTRIUS MENTIONS	1 0.2	0 0	0 0	0 0	1 0.4	1 0.9	0 0
MISCELLANEOUS BRAND NAME							
CERAVE	2 0.5	0 0	0 0	0 0	2 0.9	1 0.9	1 0.9
NIVEA	2 0.5	2 0.9	1 0.9	1 0.9	0 0	0 0	0 0



TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 18

## Q.230/255/265 SUMMARY OF BRANDS MENTIONED

	GRAND TOTAL	TEST			CONTROL		
		TOTAL TEST	TEST		TOTAL CNTRL	CNTRL	
			CELL 1	CELL 2		CELL 3	CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
OTHER MISCELLANEOUS BRAND NAME MENTIONS	4 0.9	4 1.9	3 2.7	1 0.9	0 0	0 0	0 0
MISCELLANEOUS							
BRAZILIAN/BRAZILIAN CREAM	6 1.4	1 0.5	1 0.9	0 0	5 2.2	2 1.8	3 2.6
BRAZILIAN BODY	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
BRAZILIAN BOOTY CREAM	1 0.2	1 0.5	0 0	1 0.9	0 0	0 0	0 0
OTHER MISCELLANEOUS MENTIONS	3 0.7	2 0.9	1 0.9	1 0.9	1 0.4	1 0.9	0 0
DON'T KNOW/UNSURE	57 12.9	20 9.3	12 10.9	8 7.5	37 16.4	12 10.7	25 21.9

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 19

Q.235/237/256/257/266/267 REASONS - BRAZILIAN BUM BUM CREAM SUMMARY

	GRAND TOTAL	TEST		CONTROL			
		TOTAL TEST	TEST CELL 1	TEST CELL 2	TOTAL CNTRL CNTRL	CNTRL CELL 3	CNTRL CELL 4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
MENTIONED BRAZILIAN BUM BUM CREAM	9	8	6	2	1	0	1
	2.0	3.7	5.5	1.9	0.4	0	0.9
PACKAGING (NET)	5	5	4	1	0	0	0
	1.1	2.3	3.6	0.9	0	0	0
PACKAGE INFORMATION (SUBNET)	4	4	3	1	0	0	0
	0.9	1.9	2.7	0.9	0	0	0
NAME (SUB-SUBNET)	1	1	1	0	0	0	0
	0.2	0.5	0.9	0	0	0	0
IT SAYS 'NUTRIUS'/HAS 'NUTRIUS' WRITTEN ON IT/HAS THE NUTRIUS NAME	1	1	1	0	0	0	0
	0.2	0.5	0.9	0	0	0	0
MISCELLANEOUS PACKAGE INFORMATION							
IT SAYS "BRAZILIAN"	2	2	1	1	0	0	0
	0.5	0.9	0.9	0.9	0	0	0
BRAZILIAN CREAM/BRAZILIAN BODY BUTTER CREAM IS THE TYPE OF CREAM/PRODUCT/BRAZILIAN CREAM DESCRIBES THE PRODUCT (AND IS NOT THE BRAND NAME)	1	1	1	0	0	0	0
	0.2	0.5	0.9	0	0	0	0
MISCELLANEOUS PACKAGING							
COLOR/(SPECIFIC) COLOR OF PACKAGE	2	2	2	0	0	0	0
	0.5	0.9	1.8	0	0	0	0
OTHER MISCELLANEOUS PACKAGING MENTIONS	2	2	2	0	0	0	0
	0.5	0.9	1.8	0	0	0	0
PRODUCT RELATED (NET)	2	1	1	0	1	0	1
	0.5	0.5	0.9	0	0.4	0	0.9
BRAZILIAN BUM BUM CREAM IS A BODY CREAM	1	1	1	0	0	0	0
	0.2	0.5	0.9	0	0	0	0
OTHER PRODUCT RELATED MENTIONS	2	1	1	0	1	0	1
	0.5	0.5	0.9	0	0.4	0	0.9

TARGET RESEARCH GROUP INC.  
PERSONAL CARE ONLINE SURVEY (#103-23085)

Table 19

Q.235/237/256/257/266/267 REASONS - BRAZILIAN BUM BUM CREAM SUMMARY

	GRAND TOTAL	TEST			CONTROL		
		TOTAL TEST	TEST CELL	TEST CELL	TOTAL CNTRL	CNTRL CELL	CNTRL CELL
			1	2		3	4
BASE: TOTAL RESPONDENTS	442	216	110	106	226	112	114
BRAND HERITAGE/REPUTATION (NET)	2 0.5	2 0.9	2 1.8	0 0	0 0	0 0	0 0
OTHER BRAND HERITAGE/REPUTATION MENTIONS	2 0.5	2 0.9	2 1.8	0 0	0 0	0 0	0 0
FAMILIARITY/EXPERIENCE (NET)	2 0.5	1 0.5	1 0.9	0 0	1 0.4	0 0	1 0.9
HAVE USED/PURCHASED IT BEFORE	1 0.2	0 0	0 0	0 0	1 0.4	0 0	1 0.9
KNOWN/RECOGNIZABLE/FAMILIAR BRAND	1 0.2	1 0.5	1 0.9	0 0	0 0	0 0	0 0
MISCELLANEOUS							
OTHER MISCELLANEOUS MENTIONS	1 0.2	1 0.5	0 0	1 0.9	0 0	0 0	0 0
DID NOT MENTION BRAZILIAN BUM BUM CREAM	433 98.0	208 96.3	104 94.5	104 98.1	225 99.6	112 100.0	113 99.1

# EXHIBIT H1

23085 Personal Care Online Survey Final Data File  
with Verbatims\_9.8.23 n=442.exe

CONVENTIONALLY FILED

# EXHIBIT H2

23085 Personal Care Online Survey Final  
Data File with Coded OEs\_9.8.23 n=442.exe

CONVENTIONALLY FILED

# EXHIBIT I

Expert Report of Dr. Itamar Simonson

Dated November 15, 2023

23085 – Personal Care Online Survey Legal – Final Codes  
9/8/23

**q230/q245/247/q255/q265**

**Brand Name (Net)**

**Sol De Janeiro (SubNet)**

- 001 Sol de Janeiro (Unspec)
- 002 Brazilian Bum/Brazilian Bum cream
- 003 Brazilian Bum Bum/Brazilian Bum Bum cream
- 004 Bum Bum Cream
- 005 Other Sol de Janeiro Mentions (List)

**Nutrius (SubNet)**

- 006 Nutrius (Unspec)
- 007 Nutrius Brazilian Body Butter cream
- 008 Brazilian Body Butter Cream
- 009 Other Nutrius Mentions (List)

**Miscellaneous Brand Name**

- 010 CeraVe
- 011 Nivea
- 012 Other Miscellaneous Brand Name Mentions (List)

**Product Type (Net)**

**Skin Care (SubNet)**

- 013 Lotion
- 014 Body wash
- 015 Other Skin Care Mentions (List)

**Hair Care (SubNet)**

- 016 Hair care (Unspec)
- 017 Shampoo
- 018 Conditioner
- 019 Other Hair Care Mentions (List)

**Miscellaneous Product Type**

- 020 Other Miscellaneous Product Type Mentions (List)

**Miscellaneous**

- 021 Brazilian/Brazilian cream
- 022 Brazilian Body
- 023 Brazilian Butt Cream
- 024 Brazilian Booty Cream
- 025 Other Miscellaneous Mentions (List)
- 026 Nothing
- 027 Don't Know

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**q235/237/q256/257/q266/267**

**Packaging (Net)**

**Location on Packaging (SubNet)**

**Label (Sub-SubNet)**

- 001 It's on/written on the label/says it/says the name on the label
- 002 It's at/written at the top of the label/says the name at the top of the label
- 003 It's first/written/listed first on the label
- 004 Other Label Mentions (List)

**Lid (Sub-SubNet)**

- 005 It's on/written on the lid/cap/says it/says the name on the lid/cap
- 006 It's on/written on the top/very top of the lid/cap/says the name at the top of the lid/cap
- 007 Other Lid Mentions (List)

**Above/Before the Product Name (Sub-SubNet)**

- 008 It's above the name/title of the product/written above the name/title of the product
- 009 It's before the name/title of the product/written before the name/title of the product
- 010 It's above/is written above 'Brazilian Cream'
- 011 It's above/is written above 'Brazilian Body Butter Cream'
- 012 Other Above/Before the Product Name Mentions (List)

**Miscellaneous Location on Packaging**

- 013 It's on/written on the front/says it/says the name on the front
- 014 It's at/written at the top/says it/says the name at the top
- 015 It's first/written/listed first/the first word/name you see/read
- 016 It's at/written in the center/middle/says it/says the name in the center/middle
- 017 It's above the type of product/cream it is/says the name above the type of product/what it is
- 018 It's above the description/says it/says the name above the description
- 019 It's above the ingredients/says it/says the name above the ingredients
- 020 Other Miscellaneous Location on Packaging Mentions (List)

**Graphics/Symbols (SubNet)**

- 021 Has a copyright symbol/trademark symbol/R symbol/circled R (next to the name)
- 022 Has a star/asterisk next to it/next to the name
- 023 The logo/has the logo
- 024 Other Graphics/Symbols Mentions (List)

**Package Information (SubNet)**

**Name (Sub-SubNet)**

- 025 It says the name/brand name/the name is written on it/on the package
- 026 It says 'Nutrius'/has 'Nutrius' written on it/has the Nutrius name
- 027 It says 'Nutrius Brazilian Body Butter Cream'
- 028 It says 'Nutrius Body Butter Cream'
- 029 It says 'Nutrius Brazilian Cream'
- 030 Other Name Mentions (List)



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**Miscellaneous Package Information**

- 031 Describes the product/has a description of what it is/the other words are the description
- 032 Says/tells the ingredients/(specific) ingredients/the other words reference the ingredients
- 033 It says "Brazilian"
- 034 Brazilian cream/Brazilian body butter cream is the type of cream/product/Brazilian cream describes the product (and is not the brand name)
- 035 Other Miscellaneous Package Information Mentions (List)

**Package Execution (SubNet)**

- 036 It's/the name is prominent/prominently displayed/shown
- 037 Big/large letters/font
- 038 Small/tiny letters/font
- 039 Bold letters/font/written boldy
- 040 States it/shows it/the name clearly/it's clear/clearly shown
- 041 Other Package Execution Mentions (List)

**Miscellaneous Packaging**

- 042 It says it/it's written/says it on the package/jar/that's what it says (Unspec)
- 043 Nothing else (on package) looks/seems like a brand name
- 044 Color/(specific) color of package
- 045 Other Miscellaneous Packaging Mentions (List)

**Product Related (Net)**

- 046 It's a body cream/body butter cream
- 047 Brazilian Bum Bum cream is a body cream
- 048 Other Product Related Mentions (List)

**Brand Heritage/Reputation (Net)**

- 049 They are known to make Brazilian Bum Bum Cream
- 050 Other Brand Heritage/Reputation Mentions (List)

**Familiarity/Experience (Net)**

- 051 Have used/purchased it before
- 052 Known/recognizable/familiar brand
- 053 Other Familiarity/Experience Mentions (List)

**Miscellaneous**

- 054 Looks/sounds/seems like it/seems like it is/would be the brand name
- 055 Makes sense/common sense
- 056 There are other Brazilian creams on the market/available
- 057 Other Miscellaneous Mentions (List)
- 058 Nothing
- 059 Don't Know

# EXHIBIT J

Expert Report of Dr. Itamar Simonson

Dated November 15, 2023

**#103-23085 PERSONAL CARE ONLINE SCREENER SURVEY**

**SPECS**

**9.18.23**

One cell N=150:

NATIONWIDE: IN TOTAL 18% NORTHEAST, 22% MIDWEST, 37% SOUTH, AND 23% WEST  
GENDER – 100% females  
AGE – 50% 18-39, 50% 40+

MUST MATCH STATE Q.20, GENDER Q.30 & AGE Q.40 TO PANEL DATA IN REAL TIME. IF ANY OF THE 3 RESPONSES DO **NOT** MATCH THE PANEL DATA, THE PERSON WILL BE COUNTED AS A TERMINATE ON THE PORTAL REPORT FOR THE FIRST QUESTION THEY DO NOT MATCH WITH.

**#103-23085 PERSONAL CARE ONLINE SCREENER SURVEY**  
**SCREENER**

**(QUESTION 10)**

Today we are interviewing people about various products. Please take a few moments to complete our questions. We are sure you will find it interesting. If you usually wear eyeglasses or contacts while using a computer or tablet please put them on/in now.

**(QUESTION 15)**

**{PROGRAMMING NOTE: PIPE IN ONE RANDOMLY SELECTED CODE. CONFIRM THAT WHAT THE RESPONDENT TYPES IN MATCHES THE PIPED-IN CODE. DISABLE COPY & PASTE. TERMINATE IF THE CODE DOES NOT MATCH AFTER THE THIRD TRY.}**

So that we can confirm that you are actually a person, please enter the code exactly as it appears in the image below, including upper and lower case letters, and then click the “Next” button to continue.

Please enter it exactly as it appears. Do not include any spaces. Type them all together.

TEXT BOX: \_\_\_\_\_

**(QUESTION 20)**

**{PROGRAMMER: MATCH STATE BACK TO PANEL DATA; IF DOES NOT MATCH, TERMINATE. IN TOTAL 18% NORTHEAST, 22% MIDWEST, 37% SOUTH, AND 23% WEST. INSERT DROP DOWN LIST OF 50 STATES AND ‘WASHINGTON DC’ IN ALPHABETIC ORDER. INCLUDE OPTION FOR ‘OTHER’. TERMINATE IF RESPONDENT CHOOSES ‘OTHER’.**

In what state do you live? [INSERT DROP DOWN LIST] (Select one response)

**(QUESTION 30)**

**{PROGRAMMER: MATCH FEMALE GENDER BACK TO PANEL DATA; IF IT DOES NOT MATCH, TERMINATE. 100% FEMALE.}**

What is your gender? (Select one response)

- 1: Male [TERMINATE]
- 2: Female
- 3: Other [TERMINATE]

**(QUESTION 40)**

**{PROGRAMMER: MATCH AGE BACK TO PANEL DATA; IF IT DOES NOT MATCH, TERMINATE. 50% 18-39, 50% 40 OR OLDER.}**

Which of these age ranges includes your age? (Select one response)

1: Under 18 [TERMINATE]

2: 18-39

3: 40 or older

**(QUESTION 50)**

**{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-5.}**

Which of the following devices are you using right now to take this survey? (Select one response)

1: Desktop computer → [SKIP TO Q.60]

2: Laptop computer → [SKIP TO Q.60]

3: Tablet (such as an iPad, Android tablet, etc.) → [SKIP TO Q.60]

4: Cell phone (not a smartphone) → [ASK Q.55]

5: Smartphone → [ASK Q.55]

6: Other mobile device → [ASK Q.55]

**(QUESTION 55)**

This survey may or may not be compatible with cell phones, smartphones or other mobile devices, so please use your tablet, or desktop, or laptop computer to complete this survey. To complete this survey, please re-try your invitation link using your tablet, or desktop or laptop computer. **{TERMINATE INTERVIEW.}**

**(QUESTION 60)**

**{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-4. MUST SELECT PUNCH 1 "A SKIN CARE PRODUCT" TO CONTINUE, OTHERWISE TERMINATE.}**

In the past 12 months, which of the following, if any, have you personally purchased? (Select *all that apply*)

1. A skin care product → [CONTINUE]

2. Tooth whitening pastes, tooth whitening gels, or tooth whitening systems

3. Shaving creams, shaving gels, or shaving moisturizing products

4. Acne creams, acne washes, or acne skin treatments

5. None of these [Single response]

**(QUESTION 65)**

**{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-4. MUST SELECT PUNCH 1 "BODY CREAM FOR MOISTURIZED SKIN" TO CONTINUE, OTHERWISE TERMINATE.}**

In the past 12 months, which of the following, if any, have you personally purchased? (Select *all that apply*)

1. Body cream for moisturized skin → [CONTINUE]

2. A suntan lotion

3. Retinol eye cream for under eye rejuvenation

4. Face moisturizer

5. None of these [Single response]

**(QUESTION 67)**

**{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-4 IN THE SAME ORDER AS Q.60.}**

In the next 12 months, which of the following, if any, do you personally expect to purchase? *(Select all that apply)*

1. A skin care product
2. Tooth whitening pastes, tooth whitening gels, or tooth whitening systems
3. Shaving creams, shaving gels, or shaving moisturizing products
4. Acne creams, acne washes, or acne skin treatments
5. None of these [Single response]

**(QUESTION 68)**

**{PROGRAMMING NOTE: RANDOMIZE ANSWER CHOICES 1-4 IN THE SAME ORDER AS Q.65.}**

In the next 12 months, which of the following, if any, do you personally expect to purchase? *(Select all that apply)*

1. Body cream for moisturized skin
2. A suntan lotion
3. Retinol eye cream for under eye rejuvenation
4. Face moisturizer
5. None of these [Single response]

**(QUESTION 70)**

**{PROGRAMMING NOTE RANDOMIZE ANSWER CHOICES 1-3. MUST SELECT PUNCH 4 "NONE OF THESE" TO CONTINUE, OTHERWISE TERMINATE.}**

Do you, or does any member of your household currently work for any of the following? *(Select all that apply)*

- 1: An advertising, public relations or marketing agency or advertising department of a company
- 2: A market research firm or a marketing research department of a company
- 3: A company that makes or sells skin care products
- 4: None of these → **[CONTINUE]**

**(QUESTION 270)**

These are all of our questions. Thank you for completing this survey.

# EXHIBIT K

Revised screener - 23085\_Personal Care Online  
Survey\_SCREENERS\_FULldata\_9.19.23.exe

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